Appendix B

FEDERAL TRADE COMMISSION **NEWS**

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FOR RELEASE After 8:30 A.M., Thursday, October 1, 1970

FTC DIRECTS TOBACCO INDUSTRY TO SUBMIT SPECIFICS ON DISCLOSING TAR AND NICOTINE CONTENT

The Federal Trade Commission has given cigarette manufacturers 30 days in which to tell the Commission exactly how they voluntarily intend to disclose tar and nicotin content in cigarette advertising. The FTC also postponed the October 15 hearings on its proposed trade regulation rule to require such disclosure.

The Commission, after considering the tobacco industry's plan, will set a new hearing date if it still feels a trade regulation rule would be in the public interest

FTC Chairman Miles W. Kirkpatrick said: "The Commission's objective is to insure that all cigarette advertising make these tar and nicotine disclosures as soon as possible. If the industry can devise a voluntary plan that is feasible and appropriat the Commission is willing to consider it. A trade regulation rule, if contested in th courts, might take a long time to become effective; a workable, voluntary plan by the industry could be put into effect immediately."

The written submissions by the industry will be placed on the public record for 30 days for public comment.

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Source: https://www.industrydocuments.ucsf.edu/docs/zplk0000